

City of Palm Coast, Florida Agenda Item

Agenda Date: January 28, 2025

Department PARKS AND RECREATION Division	Amount Account #
Subject: PRESENTATION - PALM HARBOR GOLF CLUB	
Presenter: James Hirst, Director of Parks & Recreation	
Attachments: 1. Presentation	
Background: At the January 7, 2025, Business Meeting, City Council requested that City Staff provide a presentation on the Palm Harbor Golf Club, the City's historic golf course. The presentation will include an overview of the current state of the facility, including operational performance, community engagement, and opportunities to enhance its value to the community. This discussion is a part of City Council's broader goal to explore strategies for improving community assets and overall quality of life in Palm Coast. It also reflects Parks & Recreation's commitment to fostering spaces that allow residents and visitors to explore, connect, and play.	
Recommended Action: FOR PRESENTATION ONLY	



Palm Harbor Golf Club

Facility Analysis

History and Background



Course was designed by Arnold Palmer and Nancy Lopez became the touring pro in 1978.

Course was donated to the City and opened in 2009. Prior to 2017, it was managed by Kemper Sports Facilities.

Utilized by High Schools, Special Olympics, Florida State Golf Association Jr (FSGA Jr), National Christian College Athletics Association (NCCAA), Leagues, and programs.



Community Impact

Resident Usage & Rounds

2023: 88% out of 53,566 rounds

2024: 91% out of 52,661 rounds

Tournaments

2024: 26 tournaments

2025: 10 tournaments scheduled as of the start of Q2



Community Impact

Municipal Golf Course Benefit*

- Contribute to the overall health of golf in the United States
- Affordable and accessible recreation amenity to people of all ages and demographics
- Provides open space recreation for residents
- On average, the cost of an 18-hole round at a municipal course is 8% less than at non-resort daily fee courses
- Higher property value for residents – there are currently 967 lots surrounding Palm Harbor Golf Course



*National Golf Foundation

5-Year Budget Review

	FY2019-20	FY2020-21	FY2021-22	FY2022-23	FY2023-24
Revenue:	\$1,059,938	\$1,411,497	\$1,583,233	\$1,573,576	\$1,696,410
Expenditures:	\$1,341,746	\$1,419,072	\$1,573,617	\$2,008,704	\$1,864,684
Profit/Loss:	(\$281,808)	(\$7,575)	\$9,616	(\$435,128)	(\$168,274)
Cost Recovery:	79%	99%	101%	78%	91%
Notes:	COVID-extended closures and limited play	COVID restrictions lifted; golf rounds spiked	Golf rounds remained high	Fleet allocations high due to catching up	Increased golf rates which offset fleet costs; Troon staff salaries increased



Current Operations



- City of Palm Coast manages operations
- 18-hole, PGA-certified golf course
- Outsource course maintenance through Troon
- Concession agreement with Loopers Par and Grill
- Contract with an LPGA teaching professional, Class A
- Staff is cross-trained in many areas and able to cover when needed
- All Parks & Recreation staff work community events



Maintenance Needs (CIP Plan)



Priority	Estimated Cost
Irrigation pump station repairs	\$150,000
Gravel parking lot repairs	\$20,000
Greens renovation	\$500,000



Council Action Options



Continue Operations

- Examine areas to reduce expenditures
- Implement ways to increase revenue

Sell the Course

- Terminating current leases/agreement
- Scope of work
- RFP

Seek Management Company for Operations

- Outsource management operations
- Scope of work
- RFP

